

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 01137 280912Z

15

ACTION EA-10

INFO OCT-01 ISO-00 COME-00 RSC-01 /012 W

----- 061042

P R 280821Z JAN 75

FM AMEMBASSY TOKYO

TO USDOC WASHDC

INFO SECSTATE WASHDC 7603

UNCLAS TOKYO 1137

FOR OIM/WELCH/THOMAS/HEIKENEN

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: PR CONTRACT APEX '75

1. EMBASSY DISTRIBUTED PR BIDS TO FOLLOWING SIX COMPANIES

(A) BURSON - MARSTELLER / FUJI (B) CHUO SENKO ADVERTISING CO., LTD. (C) UNIVERSAL PUBLIC RELATIONS CO., LTD. (D) INTERNATIONAL PUBLIC RELATIONS CO. LTD. (E) FALCON ADVERTISING AND PR INC. AND (F) INTERNATIONAL ADVERTISING DIV. HAKUHODO INCORPORATED.

2. NO BIDS WERE RECEIVED FROM COMPANIES A THRU D ABOVE.

3. COMPARISON OF TWO BIDS RECEIVED IS AS FOLLOWS:

	AGENCY FEE PRINT	TRANSLATION TOTAL	
	PACKAGE	FEE	
FALCON	YEN3,000,000	YEN1,306,000	YEN200,000 YEN4,506,000
	\$10,000	\$4,353	\$667 \$15,020
HAKUHODO			
SA	YEN2,150,000	YEN1,273,600	YEN158,000 YEN3,582,100
	\$7,167	\$4,245	\$528 \$11,940

4. WE BELIEVE BOTH FIRMS CAPABLE OF HANDLING PROJECT. WE INTEND AWARDDING CONTRACT TO HAKUHODO WHICH IS LOW BIDDER BY ABOUT \$3,000.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TOKYO 01137 280912Z

5. CERTAIN ITEMS IN PRINT PACKAGE ARE TO STILL BE NEGOTI-

ATED BUT BECAUSE OF SHORT LEAD TIME RECOMMEND CABLE
CONFIRMATION OF AWARD TO HAKUHODO.
HODGSON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 28 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TOKYO01137
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750030-1069
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750112/aaaaakud.tel
Line Count: 64
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: KelleyW0
Review Comment: n/a
Review Content Flags:
Review Date: 22 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <22 MAY 2003 by JonesKG>; APPROVED <18 FEB 2004 by KelleyW0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PR CONTRACT APEX '75
TAGS: BEXP, JA
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006